

Abstract

Title: Game System of the Czech Squash Extraleague

Objectives: The main objective of this bachelor thesis is to propose modifications to the game system of the Czech Squash Extraleague. The modifications should improve the organisation, raise the attractiveness, and increase the players' satisfaction with the competition.

Methods: Electronic questioning, specifically Computer Assisted Web Interviewing method was used. It collected primary data for this work. A five-point Likert scale was used in the questionnaire to measure the opinions of the respondents. The second used method was document analysis, which examined secondary data in the form of competition regulations and documents issued by the Czech Squash Association.

Results: Even though Czech Squash has been successful at the international level in recent years, the popularity of squash in the Czech Republic is declining. The most prestigious Czech squash league is not attractive. Through the research in this thesis was found that the players are unsatisfied with the current game system of the Czech Squash Extraleague. On the other hand, they were pleased with Mixed League system that was tested during the 2022/23 season and they agreed that it has the potential to become the main Czech squash competition in the future. Several suggestions were made from the results of the research that could help the Czech Extraleague to achieve greater attractiveness and satisfaction among the players.

Keywords: sports, event management, tournament format, questioning